

CLAIMS

5 1. In an on-line publication ("publication") distributed to a plurality of publication subscribers via a data network, a method of sending to a publication subscriber, at least one of either: paid advertising messages or content advertising messages;

 said method comprising the steps of:

10 reading from a server, a user profile for said subscriber;

 determining the subscriber's publication usage levels from data in said user profile;

 if the subscriber's usage level is determined to be above a first predetermined level ("high") sending the subscriber a targeted paid advertisement;

15 if the subscriber's usage level is determined to be below a second predetermined threshold, ("low") sending the subscriber a targeted content advertisement for the publication in which said targeted content advertisement is placed.

20 2. The method of claim 1 wherein said step of sending a targeted content advertisement is further comprised of the step of:

 selecting a content advertisement for transmission to the user, the selection of which is based upon at least one of:

25 data in said user profile; and

 advertising space available in said publication for content advertising usage.

30 3. The method of claim 1 wherein said step of sending a targeted content advertisement is further comprised of the step of:

 selecting a content advertisement for transmission to the user, the selection of which is based upon at least one of:

7. In an on-line publication ("publication") distributed to a plurality of publication subscribers via a data network, a method of sending to a publication subscriber, at least one of either: paid advertising messages or content advertising messages;

5 said method comprising the steps of:

reading from a server for said publication, a user profile for the subscriber;

determining the subscriber's publication usage levels from data in said user profile;

10 if the subscriber's usage level is above a first predetermined level ("high") sending the subscriber a targeted paid advertisement;

if the subscriber's usage level is below a second predetermined threshold, ("low") sending the subscriber a targeted content advertisement for the publication, said targeted content advertisement being selected based upon

15 at least one of:

data in said user profile; and

advertising space available in said publication for content advertising usage; and

20 including in said content advertisement a sample of the specified content and instructions as to how to receive said content.

8. In an on-line publication ("publication") distributed to a plurality of publication subscribers via a data network, a method of sending to a publication subscriber, at least one of either: paid advertising messages or content advertising messages;

25 said method comprising the steps of:

reading from a server for said publication, a user profile for the subscriber;

30 determining the subscriber's publication usage levels from data in said user profile;

if the subscriber's usage level is above a first predetermined level ("high") sending the subscriber a targeted paid advertisement;

if the subscriber's usage level is below a second predetermined threshold, ("low") sending the subscriber a targeted content advertisement for the publication, said targeted content advertisement being selected based upon at least one of:

5 data in said user profile; and
advertising space available in said publication for content advertising usage; and

including in said content advertisement a sample of the specified content and instructions as to how to receive said content;

10 detecting the subscriber's request for continued delivery of said specified content via said data network;

modifying data in the user profile to reflect the subscriber's request for continued delivery of said specified content.

15 9. In an on-line publication ("publication") distributed to a plurality of publication subscribers via a data network, a method of sending to a publication subscriber, at least one of either: paid advertising messages or content advertising messages;

said method comprising the steps of:

20 reading from a server for said publication, a user profile for the subscriber;

determining the subscriber's publication preferences from data in said user profile;

25 if the subscriber's usage level is above a first predetermined level, ("high") sending the subscriber a targeted paid advertisement consistent with the subscriber's determined preferences;

if the subscriber's usage level is below a second predetermined threshold, ("low") sending the subscriber a targeted content advertisement consistent with the subscriber's determined preferences.

10. The method of claim 9 wherein said step of sending a targeted content advertisement is further comprised of the step of:

selecting a content advertisement for transmission to the user, the selection of which is based upon at least one of:

data in said user profile; and

advertising space available in said publication for content advertising usage.

11. The method of claim 9 wherein said step of sending a targeted content advertisement is further comprised of the step of:

selecting a content advertisement for transmission to the user, the selection of which is based upon at least one of:

data in said user profile; and

advertising space available in said publication for content advertising usage; and

including in said content advertisement a sample of the specified content and instructions as to how to receive said content.

12. The method of claim 9 wherein said step of sending a targeted content advertisement is comprised of the step of:

selecting a content advertisement for transmission to the user based upon at least one of:

data in said user profile; and

advertising space available for content advertising usage; and.

including in said content advertisement a sample of the specified content and instructions as to how to receive said content;

assembling said content advertisement and said sample of the specified content into a data package and transmitting the data package to the subscriber.

13. The method of claim 9 further comprised of the steps of:
detecting the subscriber's request for continued delivery of said specified content;

modifying data in the user profile to reflect the subscriber's request for continued delivery of said specified content.

14. The method of claim 9 further comprised of the steps of:
detecting the subscriber's request for continued delivery of said specified content;

modifying data in the user profile to reflect the subscriber's request for continued delivery of said specified content;

monitoring the subscriber's usage levels.

15. In an on-line publication system which distributes an on-line publication to a plurality of subscribers via a data network an apparatus for distributing to a subscriber, at least one of either: a paid advertising message or a content advertising message, said apparatus comprised of:

a first computer coupled to said data network and having access to a user profile for a subscriber;

a second computer coupled to said data network and for determining the subscriber's publication usage level from data in said user profile and for:

transmitting to said subscriber, a targeted paid advertisement consistent with the subscriber's determined preferences if the subscriber's usage level is above a first predetermined level ("high");

transmitting to said subscriber, a targeted content advertisement consistent with the subscriber's determined preferences if the subscriber's usage level is below a second predetermined threshold, ("low").

16. In an on-line publication system, which distributes an on-line publication to a plurality of subscribers via a data network, an apparatus for distributing to a subscriber, at least one of either: a paid advertising message or a content advertising message,

5 said apparatus comprised of:

a computer means for:

accessing a user profile for a subscriber;

determining from data in the user profile, the subscriber's publication preferences, and for:

10 transmitting to said subscriber, a targeted paid advertisement consistent with the subscriber's determined publication preferences if the subscriber's usage level is above a first predetermined level ("high");

transmitting to said subscriber, a targeted content advertisement consistent with the subscriber's determined publication preferences if the
15 subscriber's usage level is below a second predetermined threshold, ("low").

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